



Public Involvement Workshop

 Slides

16A. Public Involvement Workshop

 Other

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Florida*

Gary Sokolow, Florida DOT

 Paper

Public Understanding of State Highway Access
Management Issues - MN

WELCOME

Public Involvement Workshop

National Access Management Conference
Portland, Oregon August 2000



Florida Department of Transportation
Systems Planning Office



Center for Urban Transportation
Research, Univ. of South Florida

Access Management Can Be Controversial

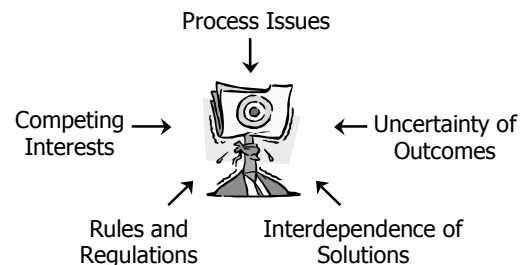


We need strategies to:

- Foster public trust
- Minimize conflict
- Create positive outcomes



Potential Sources of Conflict



Question

1. What are some of the problems you face when working with the public on access management issues?

Principles of Public Involvement

Communicate Clearly
Listen
Tell the truth
Be Inclusive
Satisfy Process Values

Understanding Opposition

- Opposition becomes active when:
 - people feel the decision making process is unfair
 - people feel the outcome will be much worse than doing nothing



Gaining Public Acceptance

- People are more likely to *oppose* a project or action they feel is being imposed on them.
- People are more likely to *accept* a decision if they have been fully informed, treated fairly, and involved in decision-making.



Typical problems

- The agency did not follow its own procedures
- The public was not involved early enough
- Affected parties were not adequately notified
- Inadequate response times

Satisfying Process Values

- Begin early and parallel decision process
- Prove to the public their concerns will be considered
- Achieve clear resolution and provide prompt feedback



Maintain Continuity

- "Publics" may change
 - More people get involved as a project progresses
- Establish linkages with past decisions and commitments



Question

1. How have these principles applied to a public involvement process you were involved in?

Public Involvement and Outreach Strategies

Use Networks

- Get to know the key players
- Build relationships
- Keep the lines of communication open

Don't forget to brief elected officials.



Regional Symposiums



Involving Minority and Low-Income Populations

- Barriers include:
 - Low literacy levels
 - Cultural and language barriers
- Standard approaches are often inadequate
- Determine how various groups receive information and target those forums

Project Newsletters



Joint Assessment

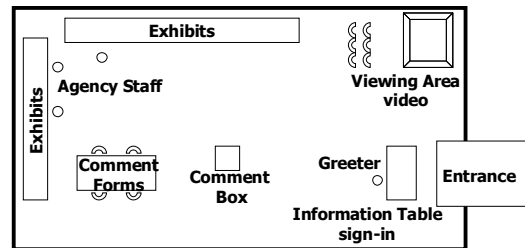
- Involve stakeholders in:
 - Assessing the problems
 - Developing solutions



Open House Meetings

- No need for formal presentation
 - Displays and handouts “speak for themselves”
- Project manager and specialists answer questions

Open House Meeting Format



Flyers



- Flyers supplement published notices
- Keep them brief
- Use everyday language
- Mail, hand deliver, and post

Effective Communication

- Know your audience
- Focus on their interests when conveying your message
- Anticipate the questions or concerns



Active Listening

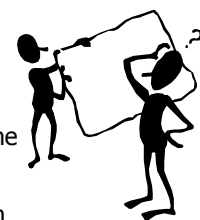
Listening is the most important skill in conflict management.



- Summarize, don't judge or editorialize
- Acknowledge, don't agree or disagree
- Be aware of body language

Addressing Concerns

- Acknowledge the concern
- Assess the impacts of the action in light of the concern
- Use creative mitigation and partnering



Meeting Follow-up

- Update the mailing list
- Analyze comments and prepare responses
- Tell them what happens next
- Respond in writing



Working with the Media

- Meet with the local editorial board
- Prepare a press kit
- Simplify your message



Designing an intersection

The old way: Too many driveways at U.S. 19 and Sunset Point Road in Clearwater.

Cars that leave a driveway often try to merge across several lanes of traffic to make a turn.

Driveways too close to the intersection can increase the risk of crashes because cars are merging into traffic at the same place other drivers are making turns.



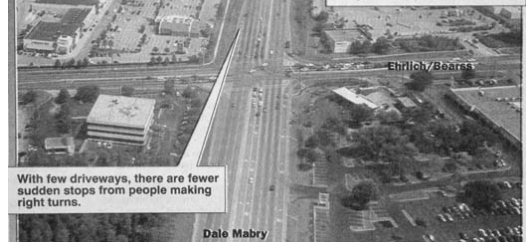
With driveways so close to the corner, motorists don't know if the car in front will suddenly turn for a driveway or wait for the intersection.

The new way:

Routing cars away from Dale Mabry and Ehrlich Rd./Bears Ave. in Carrollwood.

Driveways are far from the intersection, which gives cars more time to get in the correct lane.

Cars leaving the shopping center have plenty of room to safely merge into the left turn lane.



With few driveways, there are fewer sudden stops from people making right turns.

Question

1. What are some techniques you feel are helpful when working with the public on access management?

Public Involvement Issues and Strategies in Florida

Median Projects



Problems

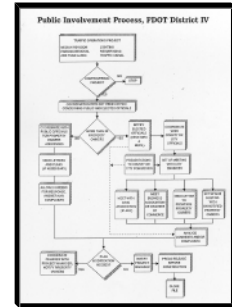
- Median issues "fall through the cracks"
- Reliance on public hearings
- Inconsistent decisions

Solutions

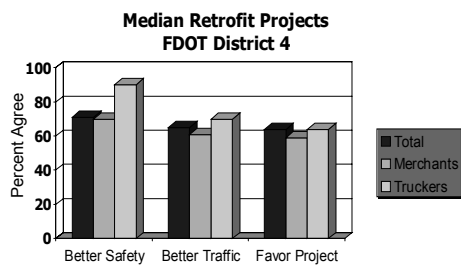
- Continuous involvement (PD&E through Design and Construction)
- Public involvement and open house format
- Median Opening Procedure

FDOT District IV CAP

- Controversial project?
 - Contact FDOT press office
- More than 30 property owners?
 - Brief elected officials
 - Public meetings
 - Analyze comments
- Plan changes needed?
 - Notify property owners



Public Opinion Surveys



Source: FDOT District 4 Traffic Operations
Freddie Vargas

The Internet

Access Management Review Committee Meeting

The District Five Access Management Review Committee will meet to review such issues as median openings and signage in response to requests from the public. Agenda items include a request for a median opening on State Road 44 near the Lake/Greene County line in Lake County. The meeting will be held:

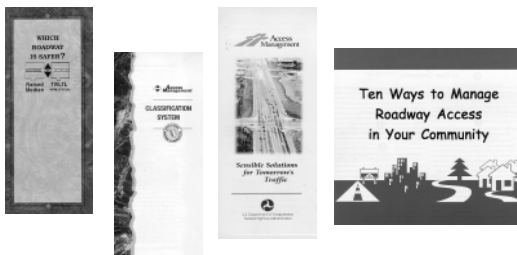
Date	Time	Location
Wednesday June 28, 2000	1:00 p.m.	Live Oak Conference Room of the District Five Office 719 S. Woodland Blvd. DeLand, FL Directions to this event.

For additional information, contact Carol Webb at (904) 943-5310 or 1-800-780-7102.

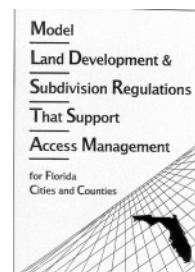
Public Hearing

The Florida Department of Transportation will conduct a public hearing regarding the planned replacement of the westbound State Road 528 bridge over the Indian River in Brevard County. Construction is funded in early 2004. The meeting will be held:

Brochures



Local Government Outreach



- Model Regulations
- Training workshops
- Technical assistance

Overall Objectives

Legitimacy	Responsiveness	Effectiveness
...of Agency	Know the interests	Protect your credibility
...of Process	Ability to see from their point of view	Maintain 2-way communication
...of Assumptions	Identify problems and solutions	Find the basis for agreement
...of Decisions	Clarify key issues	Mediate

Thanks for Coming!



For more information, visit
www.cutr.eng.usf.edu